

they're all asking for.....

the

**UNBREAKABLE
KIND**

CHRISTMAS ORNAMENTS

by **Bradford**

APR 29 1959

Design Division



Bradford

NOVELTY CO. INC.,

200 Fifth Avenue
New York 10 · N.Y.

1959

BRADFORD

Unbreakable

PLASTIC Christmas NOVELTIES

QUALITY

— ORIGINALITY —

SALES APPEAL



No. 202 PLATED BALL WITH ASSORTED FILIGREE DESIGNS

An unbreakable plastic ball 2 3/8" in diameter with delicate assorted filigree designs depicting Christmas motifs.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to the shipping carton. Weight: 8 lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 212
See page 4

No. 203 PLATED BALL WITH HAMMERED FINISH AND RAISED HOLIDAY DESIGNS

An unbreakable plastic ball 2 3/8" in diameter with assorted raised designs.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to the shipping carton. Weight: 8 lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 213
See page 4



No. 204 PLATED BALL WITH REFLECTING FACETS

An unbreakable plastic ball 2 3/8" in diameter with glittering facets which reflect gleams of light.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 8 lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 214
See page 4



No. 205 PLATED BALL WITH SCREENED DECORATIONS

2 1/2" in diameter, plated and screened with various holiday scenes.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 8 lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 215
See page 4



No. 206

PLATED BALL WITH CONTRASTING STRIPES

2 1/2" in diameter. Made of unbreakable plastic for safety and economy.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Packed—1 dozen asst. colors to display box.

1 gross to shipping carton. Weight: 8 lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 216

See page 5



No. 208 PLATED FILIGREE OPENWORK BALL

2 5/8" in diameter. A beautiful lacy openwork design.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Packed—1 dozen to display box.

6 dozen to shipping carton. Weight: 4 1/2 lbs.

ALSO AVAILABLE PACKED 4 BALLS TO A CELLOPHANE DISPLAY PACK AS No. 218

See page 5



No. 207 PLATED INDENTED BALL

Unbreakable double indented ball with filigree designs, 2 3/8" in diameter. The sunburst indentations reflect brilliant flashes of colored lights.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Packed—1 dozen asst. colors to display box.

1 gross to shipping carton. Weight: 8 lbs.

ALSO AVAILABLE IN FIVE PACKS AS No. 217

See page 5



No. 209 LARGE PLATED STRIPED BALL

An unbreakable plated ball 2 5/8" in diameter with contrasting stripes.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Packed 1 dozen asst. colors to display box.
1 gross to shipping carton. Weight: 8 3/4 lbs.

ALSO AVAILABLE IN 4 PACKS AS No. 219

See page 5

Unbreakable Plated Christmas Balls

APR 29 1959

Division



No. 251 LARGE PLATED BALL WITH REFLECTING FACETS

An unbreakable ball 3" in diameter with glittering facets that catch and reflect light.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Packed—1 dozen assorted colors to a display box.

1 gross to a shipping carton.
Weight: 10¾ lbs.

ALSO AVAILABLE IN 4 PACKS AS No. 221
See page 6



No. 253 INDENTED WREATH BALL

Plated fancy ornament consists of double indented center ball section, surrounded by a scalloped edge of leaves and berries—suggesting a Christmas wreath motif. 3½" in diameter.

Colors: Red, Green, Silver, Blue, Pink, Gold.

Packed—1 dozen to a display box.

1 gross to a shipping carton.

Weight: 6½ lbs.

ALSO AVAILABLE IN 4 PACKS AS No. 223

See page 6

A New Concept in Christmas Balls
Large Plated Christmas Window Balls 3" in Diameter



No. 257 CHRISTMAS WINDOW BALL WITH ANGEL HAIR

Plush white interior brilliantly reflected by Christmas lights. Packing same as No. 255.

Colors: Red, Green, Blue, Silver, Pink, Gold.

Interior supplied in white only.

ALSO AVAILABLE IN 4 PACKS AS No. 227 . . . See page 7.



No. 255 CHRISTMAS WINDOW BALL WITH ORNAMENT

Delicate open work reveals miniature bells and figures contained within. Ball may be opened to insert gifts, candy, etc.

Colors: Pink, Red, Green, Blue, Silver, Gold.

Packed—1 dozen asst. colors to display box.
6 dozen to shipping carton. Weight: 4½ lbs.

ALSO AVAILABLE IN 4 PACK AS No. 225 . . . See page 7.

Packaged Unbreakable Plated Christmas Balls



No. 212 FILIGREE BALL PACK

Contains—5 No. 202 balls in asst. colors.

Packed—2 dozen to shipping carton.

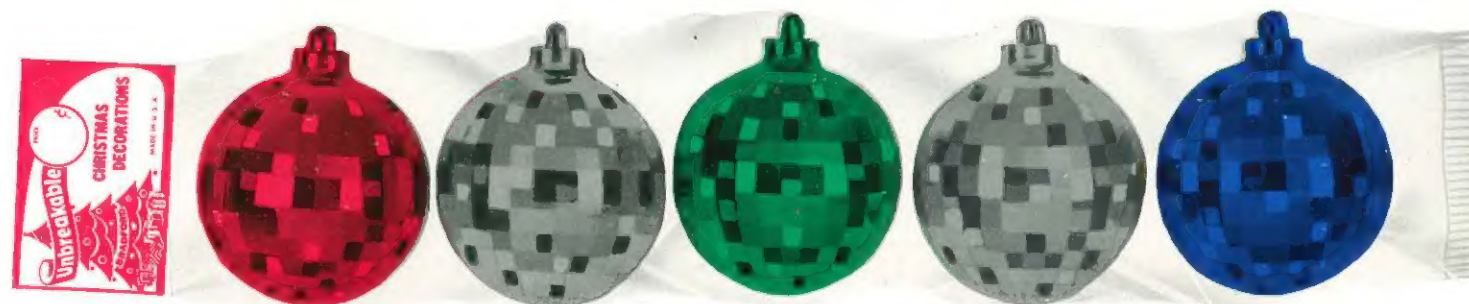
Weight: 5 lbs.



No. 213 BALL WITH RAISED DESIGNS IN PACK

Contains—5 No. 203 balls.

Colors and packing same as No. 212.



No. 214 FACETED BALL PACK

Contains—5 No. 204 balls.

Colors and packing same as No. 212.

No. 215 SCREENED BALL PACK

Contains—5 No. 205 balls.

Colors and packing same as No. 212.

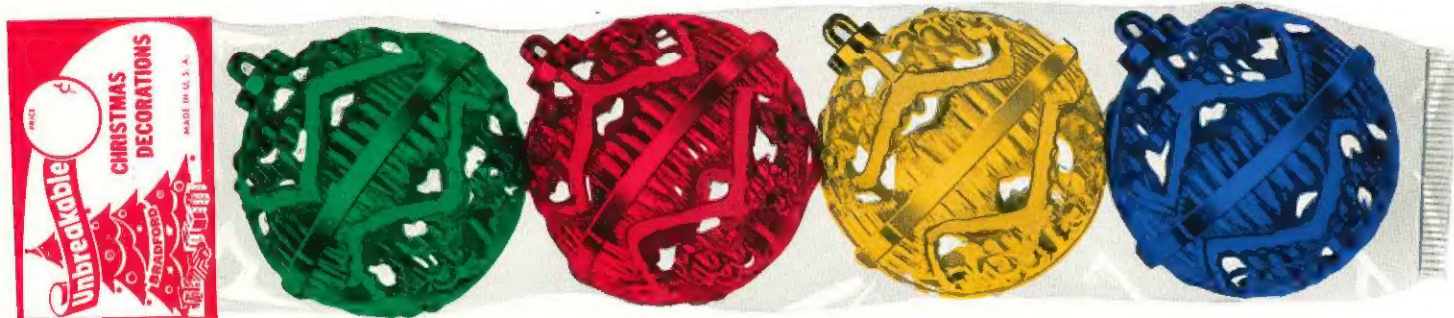




No. 216 STRIPED BALL PACK
Contains—5 No. 206 balls.
Colors and packing same as No. 212.



No. 217 INDENTED BALL PACK
Contains—5 No. 207 balls.
Colors and packing same as No. 212.



No. 218 LARGE FILIGREE BALL PACK
Contains—4 No. 208 balls.
Colors and packing same as No. 212.
Weight: 4¾ lbs.



No. 219 LARGE STRIPED BALL PACK
Contains—4 No. 209 balls.
Colors and packing same as No. 212.
Weight: 6 lbs.

Packaged Unbreakable Plated Christmas Balls

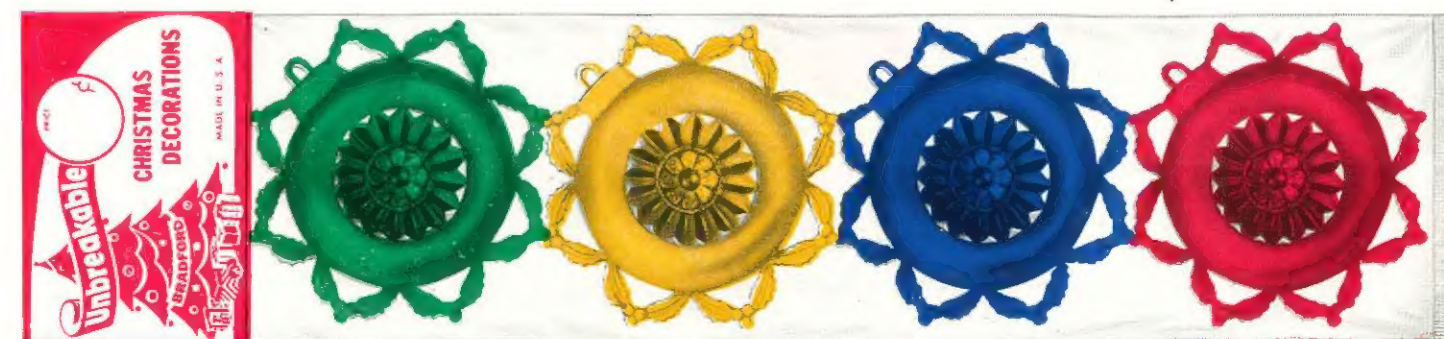


No. 220 ASSORTED 10-BALL DISPLAY PACK
Contains an assortment of Numbers 202, 203, 204, 205, 207, in assorted colors and designs.
10 Balls to a cellophane display pack.
1 dozen to a shipping carton.
Shipping weight: 5½ lbs.

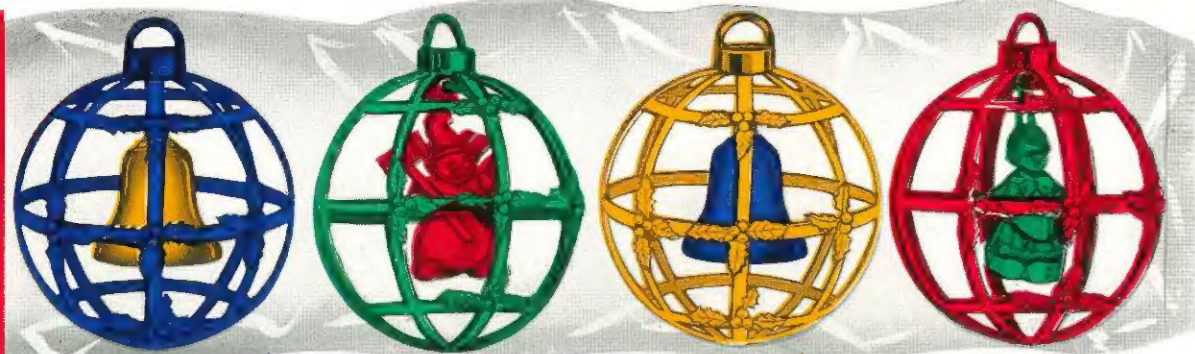


No. 221 LARGE FACETED BALL PACK
Contains—4 No. 251 balls.
Colors and packing same as No. 212.
Weight: 6 lbs.

No. 223 INDENTED WREATH BALL PACK
Contains—4 No. 253 Indented Wreath Balls.
Packed—2 dozen to a shipping carton.
Weight: 6½ lbs.



No. 223



**No. 225 CHRISTMAS WINDOW BALL
(WITH ORNAMENT) PACK**

Contains—4 No. 255 balls, in asst. colors.
Packed—2 dozen to shipping carton.
Weight: 4½ lbs.



**No. 227 CHRISTMAS WINDOW BALL
(WITH ANGEL HAIR) PACK**

Contains—4 No. 257 balls, in asst. colors.
Packed—same as No. 225.



**No. 527 PLATED STAR
(with asst. balls and bells)
(Star 4¾" tip to tip)**

Contains an assortment of stars with No. 204 balls
and No. 51 bells.

Packed—each in display envelope.
6 dozen to shipping carton. Shipping weight: 4½ lbs.



**No. 705 CAROLER'S LAMP
(3½" high)**

Delicate openwork plated lamp re-
veals candle contained inside. A new
3 dimensional Christmas ornament.

Packed—1 dozen asst. colors
to chipboard box.
1 gross to shipping carton.
Weight: 9 lbs.



**No. 700 PLATED LANTERN
(2½" high, 2" diameter)**

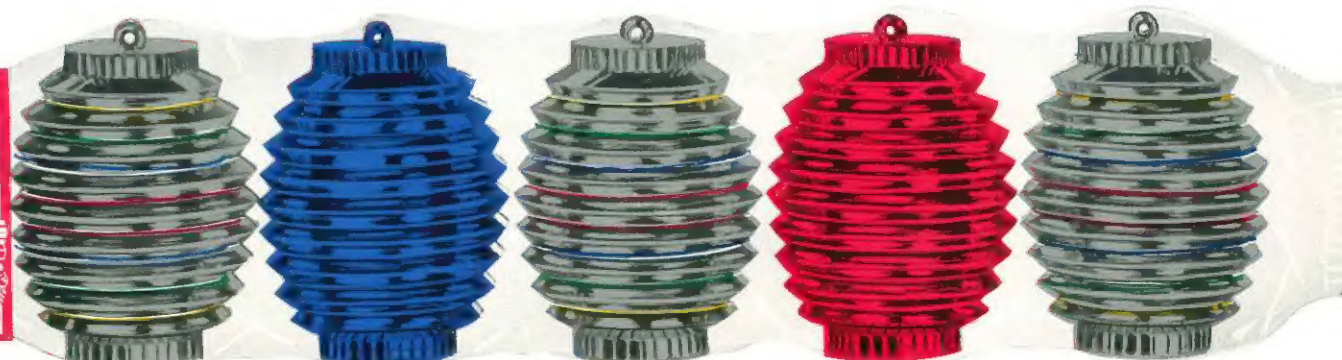
Assortment contains
silver lanterns with
contrasting stripes and lanterns
in assorted colors.

Red, Green, Blue, Gold, Pink
Packed—1 dozen to chipboard box.
1 gross to shipping carton.
Weight: 7½ lbs.



No. 715 CAROLER'S LAMP PACKAGE

Contains—4 No. 705 Caroler's Lamps.
Packed—2 dozen to a shipping carton.
Weight: 5½ lbs.



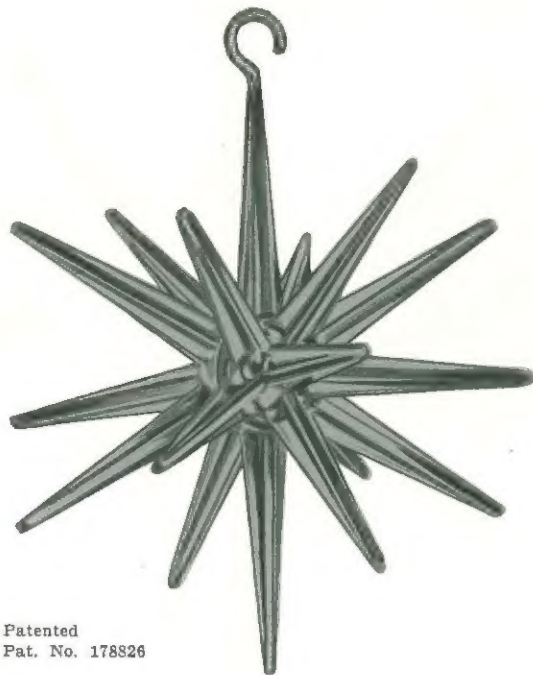
No. 711 LANTERN PACK

Contains—5 No. 700 Lanterns
Packed 2 dozen to a shipping carton.
Weight: 4¾ lbs.

No. 555
Star of Bethlehem

Plated unbreakable 18-point star 4 3/4" in diameter. Gleaming light reflects from its many rays. An excitingly new and different decorative item that will add sparkle and glisten to any Christmas setting.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen to a chipboard box.
6 dozen to a shipping carton. Weight: 6 lbs.

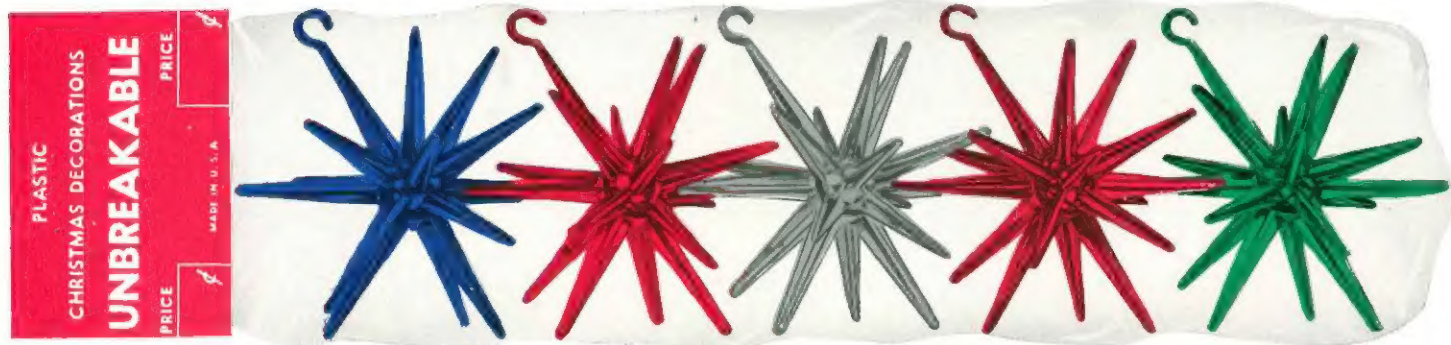


Patented
Pat. No. 178826

No. 540 STAR OF BETHLEHEM

Similar to No. 555 except with glittering star-dust gleaming through the assorted colors.
Packed and shipped same as No. 555.

Patented
Pat. No. 178826

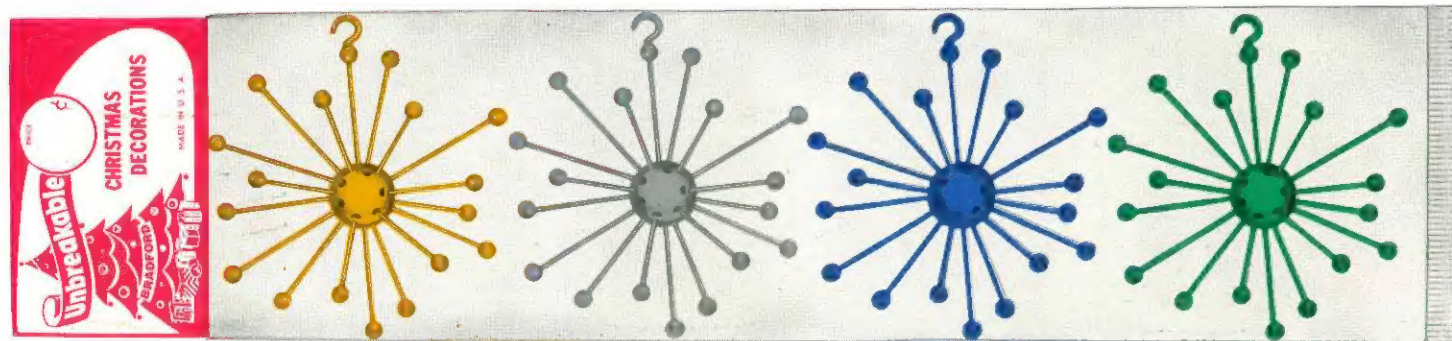


No. 515 STAR OF BETHLEHEM FIVE-PACK

Contains 5 No. 555 Stars of Bethlehem in assorted colors. Special transparent package.
Packed 1 dozen to a shipping carton. Weight: 4 lbs.

Pat. Pending

NEW!



No. 517 STAR PACK

Contains 4 No. 557 stars in assorted colors.
Packed: 1 dozen to shipping carton.
Weight:—3 1/2 lbs.

NEW!



Pat. Pending

No. 590 HEAVENLY STAR

Brilliantly plated unbreakable 14 point star 13" in diameter. Tapered points extend from center ball. Cross bars on each point create the effect of a galaxy of stars.

Each star: Shipped unassembled 14 points and center ball in attractive, convenient transparent package. Ideal for indoor and outdoor decoration and display. Illustrated directions show ease with which points are snapped into ball.

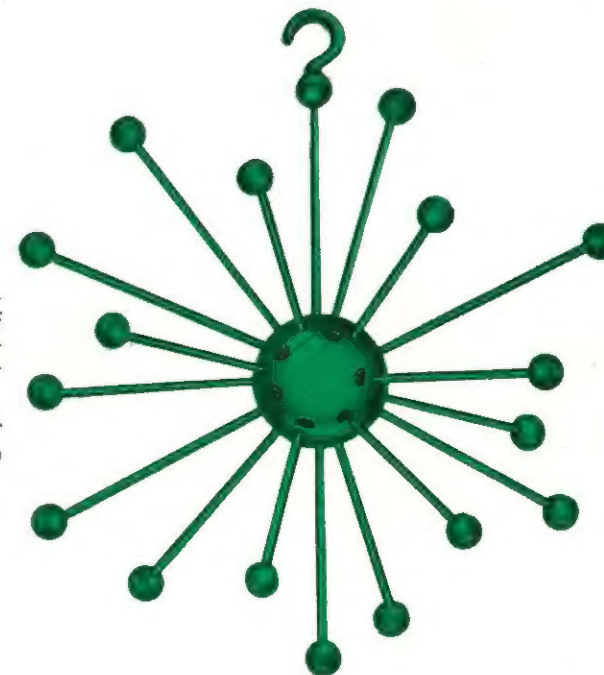
1 dozen stars in asst. colors to a shipping carton. Weight:—6 1/2 lbs.

NEW!

No. 557 STAR OF THE EAST

Strikingly plated unbreakable 18 point star approx. 5 1/2" in diameter. A new type of design in Christmas ornaments adds a brilliant delicate star to the Bradford constellation.

Colors: Red, green, blue, silver, gold, pink.
Packed: 1 dozen to a display box, 6 dozen to shipping carton.
Weight:—4 3/4 lbs.



Pat. Pending

NEW!

Christmas Bells



No. 51 SMALL PLATED BELL
1 7/8" in diameter.
Red, Green, Blue, Silver, Pink, Gold.
Packed—3 dozen to a display box.
1 gross to a shipping carton.
Weight: 3 lbs.
ALSO AVAILABLE IN PACKAGES
SEE Nos. 110 & 116
(opposite page)



No. 52 SMALL FILIGREE BELL
Plated Filigree Bell 2 1/8" in diameter, having delicate openwork design.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—3 dozen to a display box.
1 gross to shipping carton Weight 1 3/4 lbs.
ALSO AVAILABLE IN PACKAGES
SEE Nos. 115 & 117 (opposite page)



No. 56
No. 57
No. 58

No. 56 MINIATURE PLATED BELL
Size 3/4" in diameter.
Assorted colors.
Packed 16 gross to a shipping carton.
Weight: 4 1/4 lbs.
Available in package as No. 120
See page 13.

No. 57 MINIATURE PLATED BELL
Size 1 inch in diameter.
Packed 8 gross to a shipping carton.
Weight: 4 1/2 lbs.
Available in package as No. 121.
See page 13.

No. 58 MINIATURE PLATED BELL
Size 1 3/8" in diameter
Packed 8 gross to a shipping carton.
Weight: 8 1/4 lbs.
Available in package as No. 122.
See page 13.



Pat. Pending

No. 108 LARGE PLATED FILIGREE OPENWORK BELL
Beautiful openwork bell of a new design.
Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—3 dozen to a chipboard box.
1 gross to a shipping carton.
Weight: 3 1/2 lbs.
Size 2 3/4" in diameter.

ALSO AVAILABLE IN FIVE PACKS AS No. 118
(See page 13.)

No. 101 PLATED BELL
Size 2 1/2"
Plated in assorted colors
Packed the same as No. 102.

AVAILABLE IN 5 PACKS AS No. 111
(See opposite page)



No. 102 LARGE PLATED BELL (with decorative stripes)
Size 2 1/2" in diameter.

A Christmas tree decoration of unusual appeal. The contrasting stripes add a note of holiday gaiety.
Assorted colors with contrasting stripes.
Packed—3 dozen to a chipboard box.
1 gross to a shipping carton.
Weight 5 3/4 lbs.

AVAILABLE IN FIVE PACKS AS No. 112
(See opposite page)



No. 103 LARGE PLATED BELL (with screened design)
Size 2 1/2"

Sparkling Christmas scenes decorate these lovely plated bells.
Colors: Red, Green, Blue, Silver, Pink, Gold.

Same packing as No. 102.
AVAILABLE PACKED AS No. 113
(See page 13.)



No. 115 10 No. 52 BELLS IN DISPLAY PACK

Packed 2 dozen to a shipping carton.
Weight: 4 7/8 lbs.

No. 117 6 No. 52 BELLS IN DISPLAY PACK

Packed—3 dozen to a shipping carton.
Weight: 5 lbs.



No. 110 10 No. 51 BELLS IN DISPLAY PACK

Packed—2 dozen to a shipping carton.
Weight: 4 3/4 lbs.

No. 116 6 No. 51 BELLS IN DISPLAY PACK

Packed 3 dozen to a shipping carton.
Weight: 4 7/8 lbs.



No. 111 BELL PACK

Contains 5 No. 101 bells in asst. colors.
Packed—2 dozen to a shipping carton.
Weight: 5 3/4 lbs.

No. 111

No. 112 STRIPED BELL PACK

Contains 5 No. 102 bells, in assorted colors.

Packing same as No. 111.

No. 112



Packaged Christmas Bells



No. 113 5 No. 103 BELLS IN A CELLOPHANE DISPLAY PACK

Packed 2 dozen to a shipping carton.
Weight: 5¾ lbs.



No. 118 FILIGREE BELL PACK

Contains 5 No. 108 Bells, in assorted colors.

Weight: 4 lbs.



No. 122

No. 120 20 No. 56 BELLS IN DISPLAY PACK

Packed 4 dozen to a shipping carton.
Weight: 2½ lbs.

No. 121 12 No. 57 BELLS IN DISPLAY PACK

Packed 4 dozen to a shipping carton.
Weight: 3 lbs.

No. 122 8 No. 58 BELLS IN DISPLAY PACK

Packed 4 dozen to a shipping carton.
Weight: 3¾ lbs.

A New Concept in Christmas Bells Large Plated Christmas Window Bells 3¾" in Height



No. 155 CHRISTMAS WINDOW BELL (WITH ORNAMENT)

Delicate openwork reveals miniature figures contained within—giving a 3-dimensional effect. Easily opened to insert gifts, candy, etc.

Colors: Red, Green, Blue, Silver, Pink, Gold.
Packed—1 dozen asst. colors to display box.
6 dozen to a shipping carton.
Weight: 6 lbs.

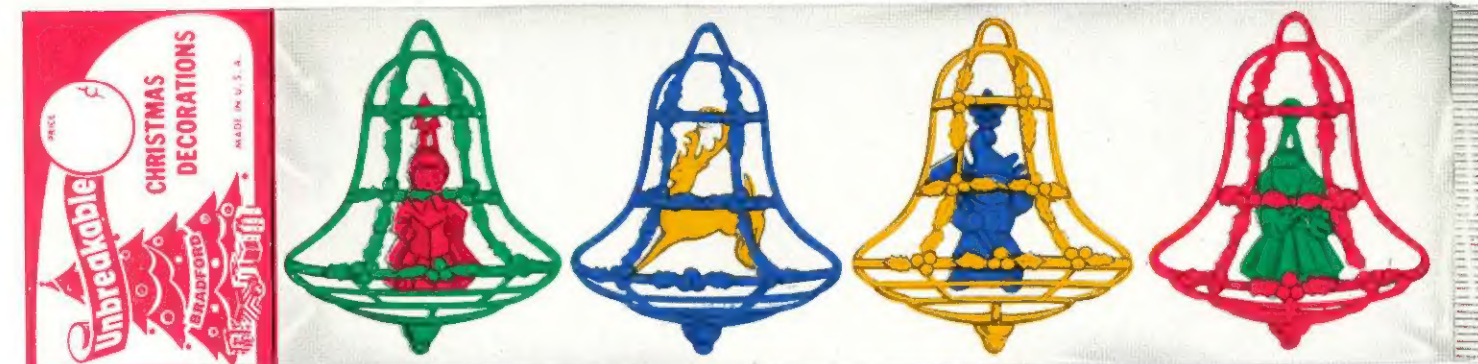


No. 157 CHRISTMAS WINDOW BELL (WITH ANGEL HAIR)

Plush white interior lends a regal touch to the Christmas scene.

Colors and Packing same as No. 155

No. 125

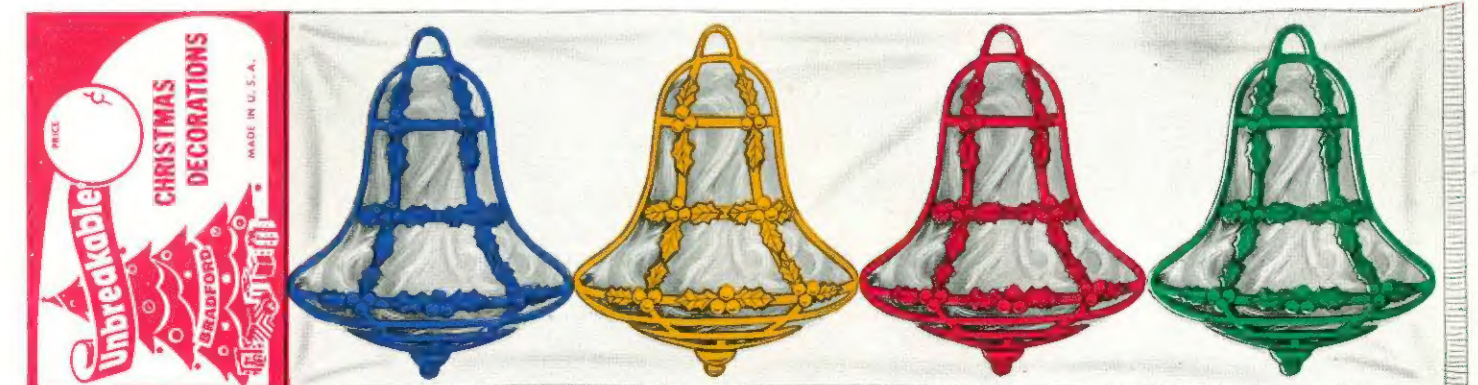


No. 125 CHRISTMAS WINDOW BELL (WITH ORNAMENT) PACK

Contains 4 No. 155 Bells in assorted colors.
Packed—2 dozen to a shipping carton.
Weight: 5½ lbs.

No. 127 CHRISTMAS WINDOW BELL (WITH ANGEL HAIR) PACK

Contains 4 No. 157 Bells in assorted colors.
Packing and weight same as No. 125.



No. 127

New Christmas Kissing Bells



No. 129 KISSING BELL PACK

Three 3 3/4" bells Plated in Asst. Colors set in beautiful display box. Open windows in each bell reveal spray of mistletoe. Ideal for house decorations, hallways, and tree ornaments, as well as a host of other

PACKED — 1 dozen packs to a shipping carton

fun-loving applications associated with the traditional use of mistletoe during the Christmas season.

WEIGHT — 4 1/2 lbs.



No. 159 KISSING BELL

Similar to No. 129 Kissing Bell Pack, except each bell is packed in an individual display box.

PACKED — 3 dozen to shipping carton

WEIGHT — 5 1/2 lbs.

No. 1505 GIFT TIE

Plated flower-like package tie-on. Ideal for decorating Christmas Packages. Also may be used for boutonniere, tree ornament, house decoration, etc.

Each gift tie is packaged on an individual card, attractively shaped like a gift box, suggestive of its end use.

PACKED — 1 gross to a shipping carton

WEIGHT — 6 1/2 lbs.



No. 1501 YULE FLOWER

Plated flower-like Christmas ornament represents something new in Christmas decorative shapes. The Center ball is surrounded by delicate petals and highlighted with sparkling glitter. Ideal for many uses, such as: tree ornament, boutonniere, package tie-on, house decoration, etc. Three yule flowers in asst. colors are displayed on an attractive tree-shaped card.

PACKED — 3 dozen cards to shipping carton

WEIGHT — 5 3/4 lbs.

No. 1500 YULE FLOWER

Similar to No. 1501 except 36 flowers packed on an individual display card.

PACKED — 1 gross of flowers to a shipping carton

WEIGHT — 6 lbs.



NEW!



Pat. Pending

No. 755 ST. PETERS NET (with ornament)

Delicate plated netting reveals miniature figure contained within—giving a 3-dimensional appearance. Easily opened to insert candy, gifts, etc.

Colors: Red, green, blue, silver, pink, gold. Packed: 1 dozen assorted colors to display box, 6 dozen to a shipping carton.

Weight: 6 lbs.

NEW!



Pat. Pending

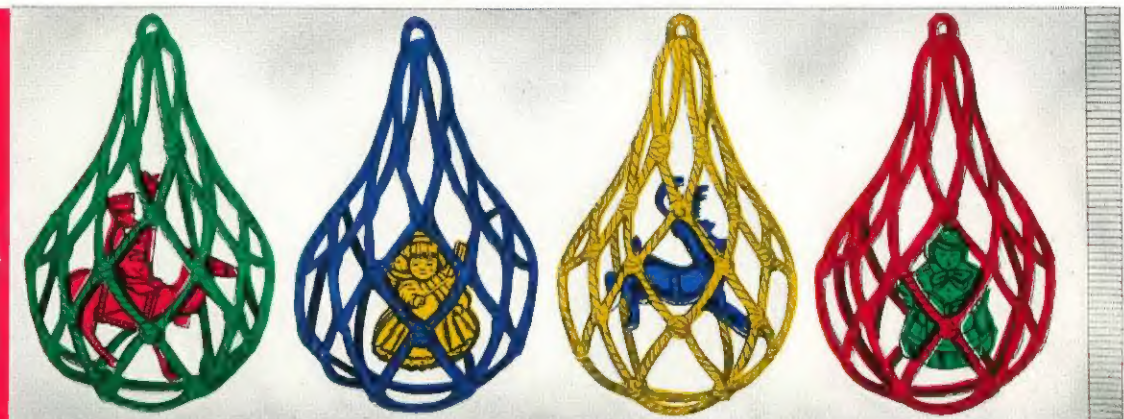
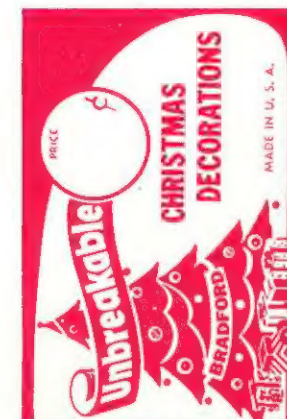
No. 757 ST. PETERS NET (with Angel Hair)

Plush white interior creates regal touch in contrast to plated net.

Colors and packing same as No. 755.

Weight 6 lbs.

No. 725



Pat. Pending

No. 725 ST. PETERS NET (with Ornament) Pack

Contains 4 No. 755 ornaments in assorted colors.

Packed 2 dozen to shipping carton.

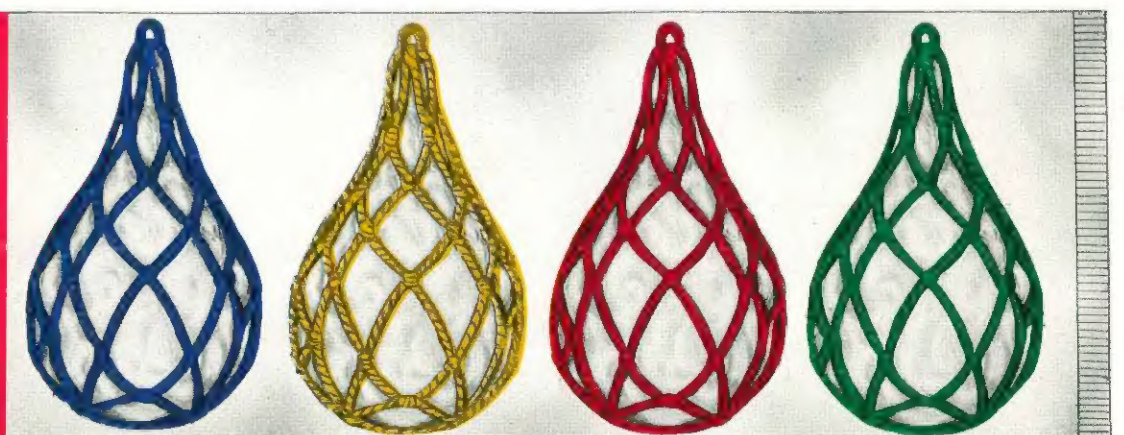
Weight: 5 1/2 lbs.

No. 727 ST. PETERS NET (with Angel Hair) Pack

Contains 4 No. 757 ornaments in assorted colors.

Packing and weight same as No. 725.

NEW!



No. 727

Pat. Pending



**No. 754 ST. PETERS NET
(with Ball)**

Netting reveals contrasting colored ball within. Colors and packing same as No. 755.

Pat. Pending



No. 708 FILIGREE FINIAL ORNAMENT

Plated fancy ornament 3 3/4" in height. Consists of 3 tiers—each revealing delicate open-work design and highly decorated contrasting stripes.

Colors: Red, Green, Blue, Silver, Pink, Gold.

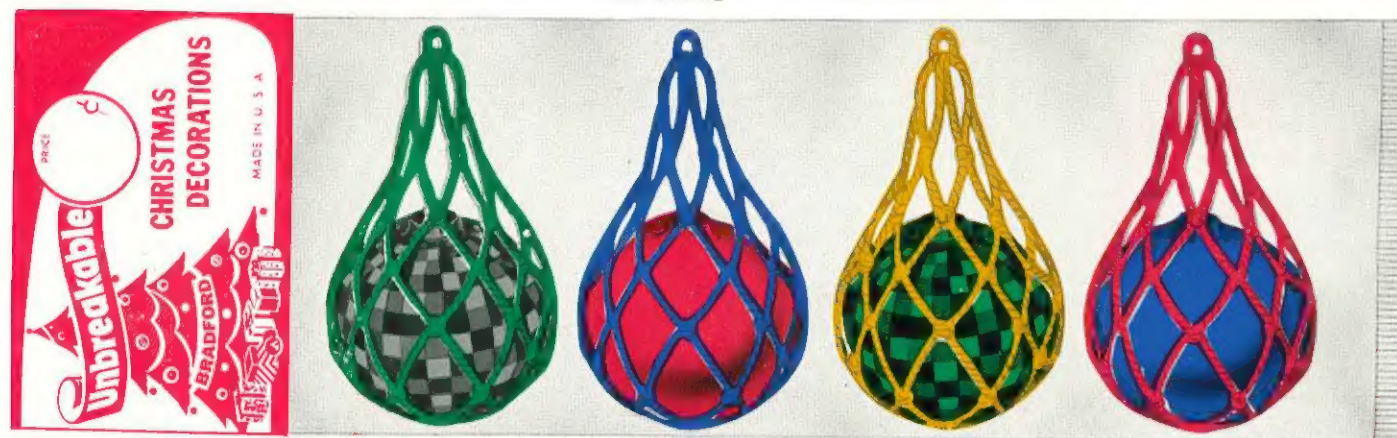
Packed—1 dozen to a display box.

6 dozen to a shipping carton.

Weight: 5 1/2 lbs.

No. 724

Pat. Pending



**No. 724 ST. PETERS NET
(with Ball) PACK**

Contains 4 No. 754 ornaments in assorted colors packed 2 dozen to a shipping carton. Weight 7 1/2 lbs.

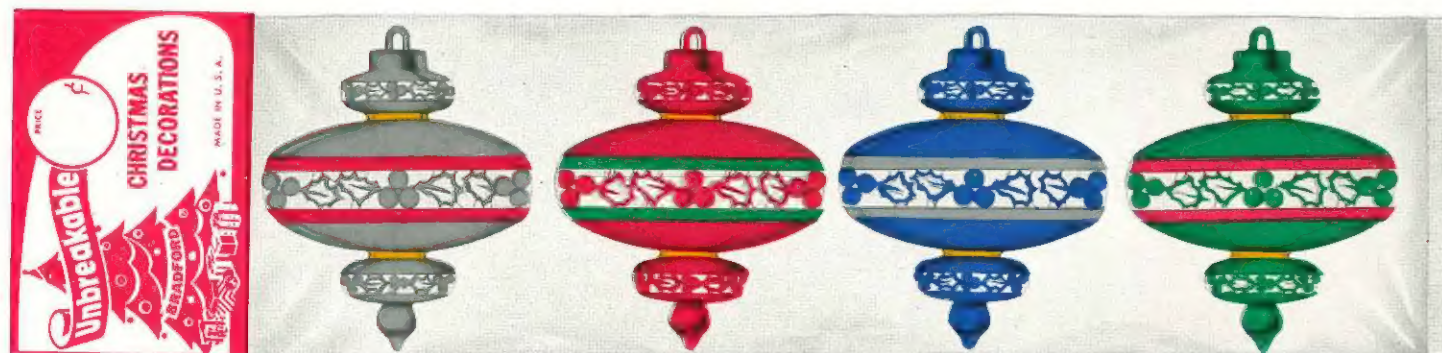
No. 718 FILIGREE FINIAL ORNAMENT PACK

Contains 4 No. 708 Fancy Ornaments in assorted colors.

Packed—2 dozen to a shipping carton.

Weight: 8 1/4 lbs.

No. 718



NEW!

414-272-8600



Pat. Pending

**No. 740 CANDELABRA ORNAMENT
(with bulb)**

Plated Christmas ornament similar in appearance to No. 730 except that c7 bulb is set in center of candelabra. Made to use with any standard tree light set.

No. 730 CANDELABRA ORNAMENT

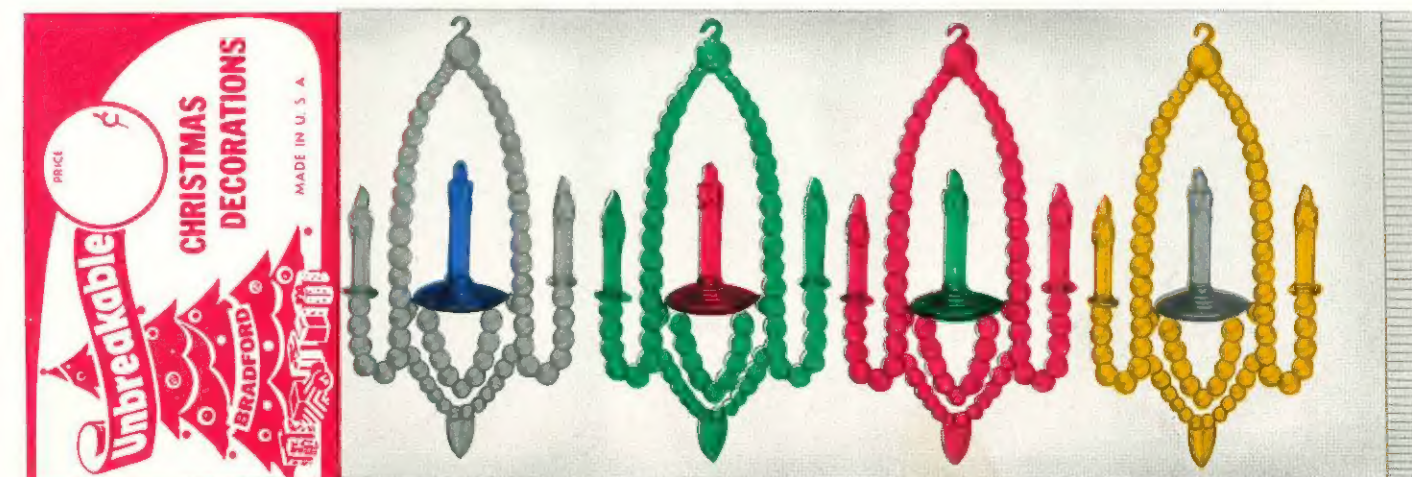
A unique plated Christmas ornament artistically created in the shape of a candelabra with graceful beaded arms holding 4 miniature candles. A large center candle in contrasting colors completes the candelabra effect.

Colors: red, green, blue, silver, gold, pink.

Packed: 1 dozen to a display box, 1 gross to a shipping carton.

Weight:—9 lbs.

Pat. Pending



No. 735 CANDELABRA PACK

Contains 4 No. 730 Candelabra ornaments in assorted colors.

Packed: 2 dozen to shipping carton.

Weight:—6 lbs.

NEW!



No. 481 MINIATURE PLATED FIGURES

Here's a new Christmas ornament ideal for small trees and package tie-ons, and consistent with the modern trend towards space economy. Each assortment consists of 6 figures 2 1/4 inches in height.

Choir Boy, Wise Man, Bird, Snowman, Reindeer, Angel.

Packed—6 asst. figures to display bag.

4 dozen display bags to shipping carton.

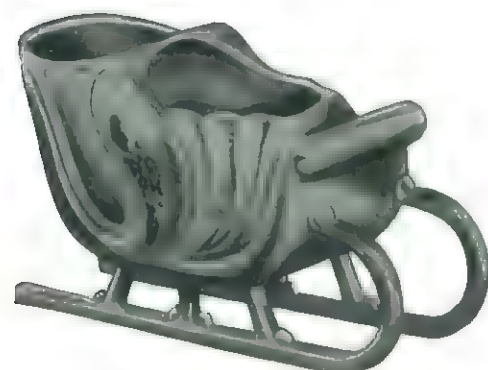
Weight: 3 3/4 lbs.

No. 485 MINIATURE PLATED FIGURES

Same as No. 481, except 12 asst. figures to a display bag.

2 dozen display bags to a shipping carton.

Weight: 3 3/4 lbs.



No. 810 SLED

Brilliantly silver plated Sled 4" long.

Packed—6 dozen to the shipping carton.

Shipping weight: 6 1/2 lbs.

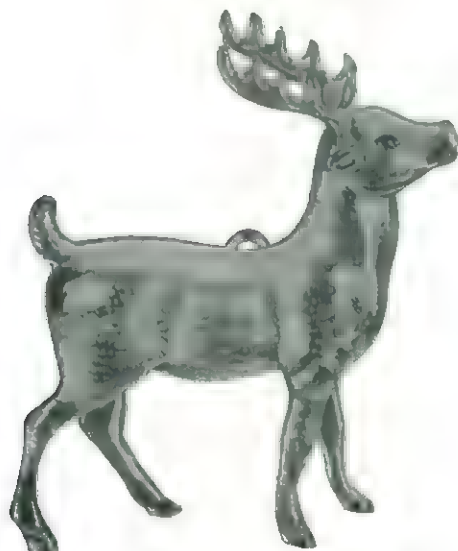
No. 308 PLATED SANTA CLAUS (3 1/4" high)

An appealing red-plated Santa Claus with white trim.

Packed—3 dozen to a display box.

1 gross to the shipping carton.

Shipping weight: 5 1/2 lbs.



No. 606 PRANCING WHITE REINDEER (Size 3 1/4")

Packed—3 dozen to a chipboard box.

1 gross to shipping carton. Weight: 5 1/4 lbs.

No. 607

Same as No. 606 except that it is in brilliant silver-plated finish.

No. 608 GOLDEN REINDEER

Same as No. 606 except with golden-plated finish.



No. 605 SMALL SILVER-PLATED REINDEER

Same as No. 606 in all respects except color.

No. 600 SMALL WHITE PLASTIC REINDEER

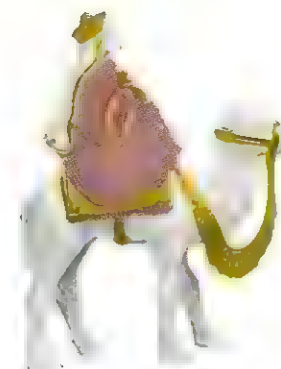
(Size 3 1/4" tall)

Packed—3 dozen to a chipboard box.

1 gross to shipping carton. Weight: 5 1/4 lbs.

The Three Wise Men

A Bradford scoop that will revitalize your Christmas sales. The Three Wise Men from the oldest and most beloved story ever told. Made in natural colors or plated. Either can be used in Nativity scenes, on or under the tree, in displays, or on the mantel.



No. 420 IVORY TONED WISE MEN

Wise Men with authentic colored robes of Magenta, Purple and Nile Green are seated on Ivory toned camels.

Packed—2 dozen to a chipboard box.

1 gross to a shipping carton.

Weight: 9 3/4 lbs. All Wise Men 4 1/4 inches tall.



No. 427

Three Wise Men packed in a gorgeous full-color display box. Each Wise Man is displayed individually in a cathedral window setting against an original Bethlehem scenic background.

Packed—2 dozen boxes to the shipping carton.
Shipping Weight: 8 1/4 lbs.

No. 422

Beautiful display box holding 3 No. 420 Wise Men, one each color.

Packed—2 dozen display boxes to shipping carton.
Weight: 8 1/4 lbs.

No. 425 PLATED WISE MEN

Same as No. 420, but plated silver camels with plated red, blue and green robed Wise Men.

Packed—2 dozen to chipboard box.
6 dozen to shipping carton.
Weight: 5 1/4 lbs.



No. 1105 PLATED PLASTIC ANGEL (4 1/8" high)

Its silvery beauty highlights the Christmas tree.

Packed—2 dozen to a display box.

1 gross to the shipping container. Shipping weight: 7 1/2 lbs.

No. 1100 WHITE PLASTIC ANGEL

(4 1/8" high) Packed—2 dozen to a display box
1 gross to the shipping container. Shipping weight: 7 1/2 lbs.

Bradford's NEW FLOOR DISPLAY STAND

an Ideal Merchandising Aid for Displaying Bradford's CHRISTMAS PACKAGES

This highly decorative corrugated floor display stand is 6' in height. It is sturdily constructed and beautifully designed in 3 colors, to attract consumer attention. It holds 16 dozen asst. ornament packs.

No. 1 DISPLAY DEAL

The picture contains the following assortment of merchandise

- 2 dozen 214 Faceted Ball Package
- 2 dozen 118 Filigree Bell Package
- 2 dozen 715 Carolers Lamp Package
- 2 dozen 223 Wreath Bell Package
- 2 dozen 718 Fancy Ornament Package
- 2 dozen 225 Window Ball Package
- 2 dozen 515 Star Package
- 1 dozen 227 Angel Hair Ball Package
- 1 dozen 127 Angel Hair Bell Package

Each display is shipped with complete instructions for easy setup. Merchandise shipped separately. Refer to individual items on other pages in catalogue for illustrations, packing, & weights.

DISPLAY STANDS CAN BE ORDERED SEPARATELY TO ACCOMMODATE CUSTOMER'S OWN SELECTION OF ITEMS.
8 DISPLAY STANDS PACKED IN MASTER CARTON



Santa and Sled Sets

These attractive novelties have met with instantaneous buyer acceptance. One of the fastest selling ideas you've ever seen for your Christmas trade. A toy that is dear to every child's heart and one which no parent can resist buying.



No. 801P PLATED SLED SET

Gold sled, red 308 Santa, one 607 reindeer, red harness, green tree and flittered transparent base. Individually packed in display box. Packed—1 dozen to the shipping carton. Weight: 5 3/8 lbs.



No. 822P PLATED SLED SET

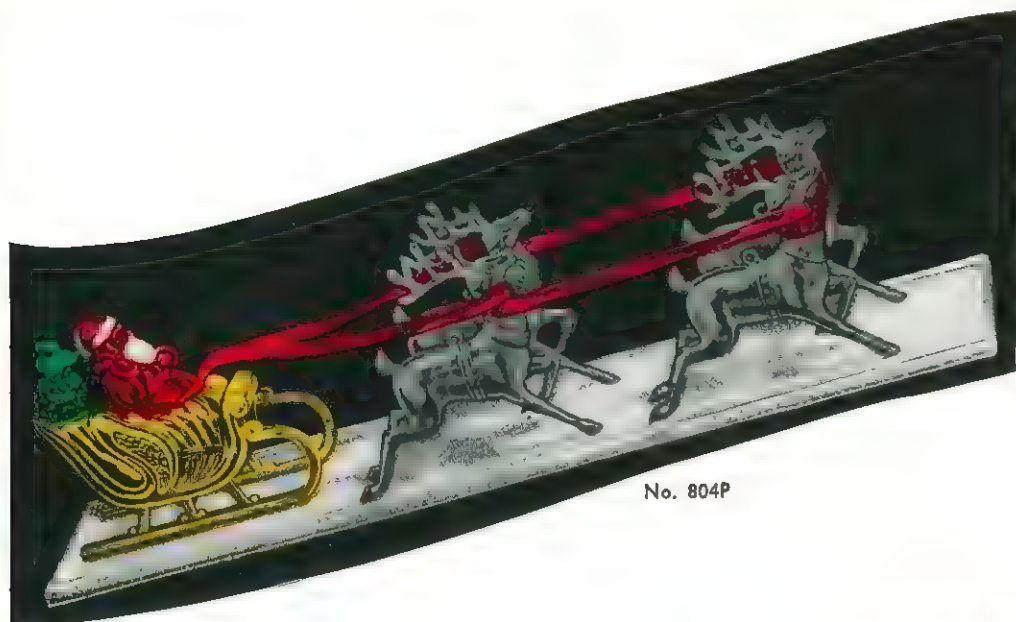
Plated sled connected to No. 605 silver plated reindeer by a red plastic harness. Plated red Santa is standing in sled. Individually packaged in display box. Packed—3 dozen to a shipping carton. Weight: 8 lbs.

No. 802P PLATED SLED SET

Base made of new flittered material that looks like snow. Gold Plated sled, Santa and silver reindeer. Shipping weight: 6 1/2 lbs. Packed—1 dozen to shipping carton. Each in display box.



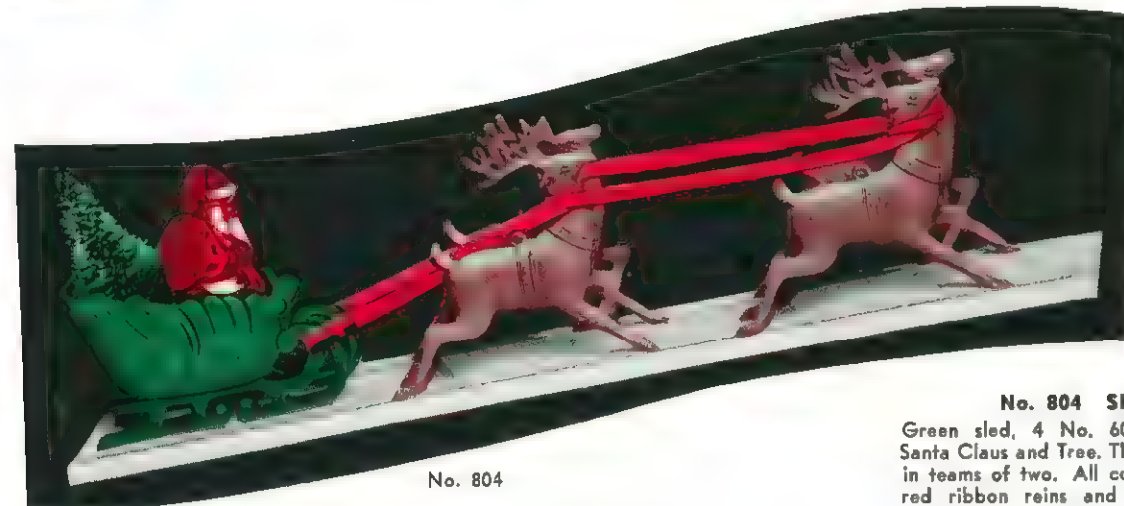
No. 802P



No. 804P

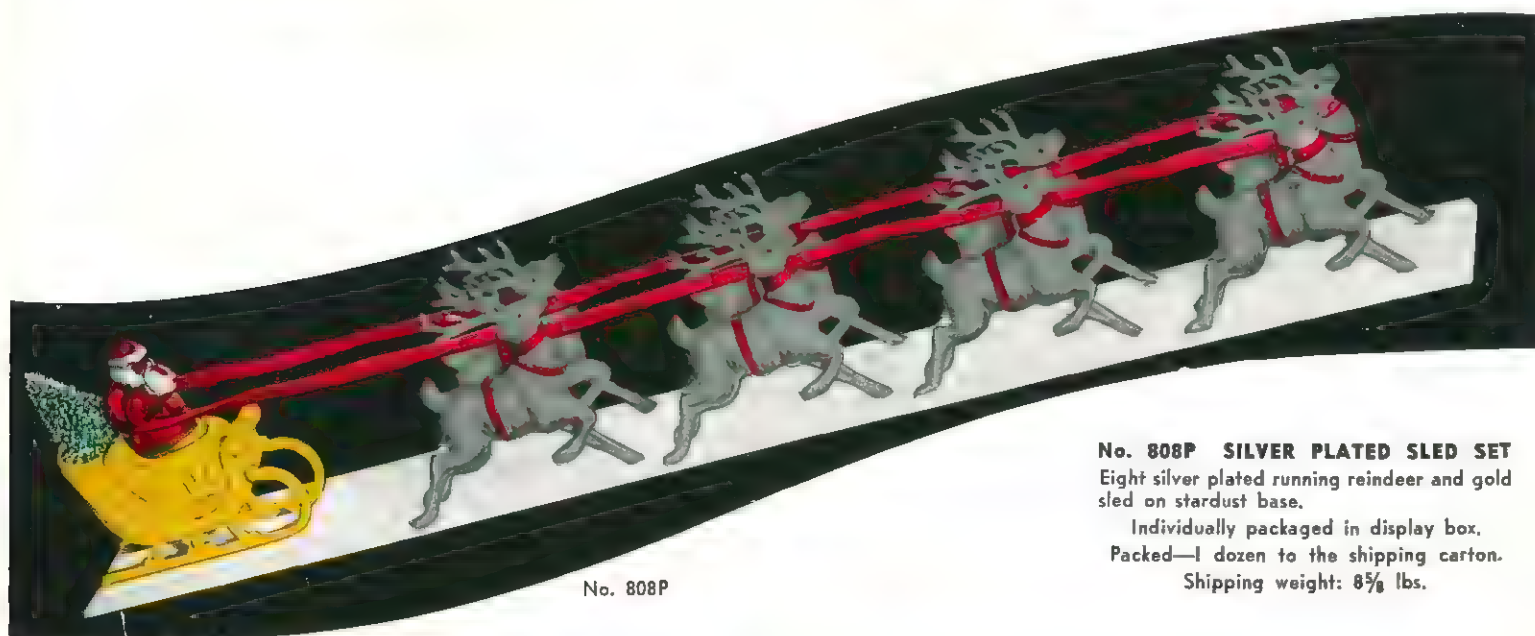
No. 804P PLATED SLED SET
A Bradford color-plated novelty. A sled, four No. 607 reindeer, Santa, Christmas tree and new flittered base (15" x 2 7/8"). Sled plated in gold, deer plated silver. All connected with contrasting color ribbon reins.

Individually packaged in display box.
Packed—1 dozen to the shipping carton.
Shipping weight: 7 lbs.



No. 804

No. 804 SLED SET
Green sled, 4 No. 606 Brown Reindeer, Santa Claus and Tree. The reindeer arranged in teams of two. All connected with bright red ribbon reins and mounted on white plastic base, 15" by 2 7/8".



No. 808P

No. 808P SILVER PLATED SLED SET
Eight silver plated running reindeer and gold sled on stardust base.
Individually packaged in display box.
Packed—1 dozen to the shipping carton.
Shipping weight: 8 5/8 lbs.

Boxed Assortments



No. 917 MATCHED FILIGREE ASSORTMENT

CONTAINS:

- 4 No. 52 Filigree Balls
- 2 No. 257 Angel Hair Balls
- 1 No. 255 Window Ball (with ornament)
- 2 No. 705 Carolers Lamps

Packed—1 dozen to a shipping carton.
Weight: 8 lbs.

No. 906 NEW POPULAR ASSORTMENT

CONTAINS:

- 2 No. 253 Indented Wreath Balls
- 3 No. 207 Double Indented Balls
- 6 No. 52 Filigree Balls

Packed—1 dozen to a shipping carton.
Weight: 8 1/2 lbs.



Boxed Assortments



No. 902

No. 907 TRIM-A-TREE ASSORTMENT

A varied assortment consisting of a 10 inch tree top and 4 different ball and bell designs.

CONTAINS

- 2 No. 207 Double Indented Balls
- 2 No. 202 Filigree Balls
- 2 No. 51 Bells
- 2 No. 52 Filigree Bells
- 1 No. 22 Tree Spire



No. 907

No. 909 SELECTED ASSORTMENT

An 11 piece assortment consisting of a new candelabra ornament and a variety of popular ball and bell designs.

CONTAINS

- 1 No. 730 Candelabrum Ornament
- 4 No. 202 Filigree Balls
- 4 No. 52 Filigree Bells
- 2 No. 51 Bells



No. 909

No. 902 TWELVE PIECE ASSORTMENT

- 6 No. 51 Plated Bells
- 2 No. 700 Plated Striped Lanterns
- 4 No. 204 Plated Reflector Balls

Packed—1 dozen boxes to the shipping container.
Shipping weight: 8¼ lbs. per dozen

NEW!

Boxed Assortments



No. 920 CLASSIC ASSORTMENT

Highly styled assortment

CONTAINS:

- 2 No. 257 Plated Christmas Window Balls
- 2 No. 255 Plated Christmas Window Balls with Assorted Figures
- 3 No. 705 Plated Carolers Lamps
- 2 No. 202 Plated Filigree Balls
- 3 No. 207 Plated Double Indented Balls

Packed—1 dozen boxes to shipping carton.
Weight: 15¼ lbs.

No. 926 GAY AND UNUSUAL ASSORTMENT

An assortment of plated novel items which will add to the gaiety of the holiday season.

CONTAINS:

- 3 No. 708 Filigree-Finial Ornaments
- 2 No. 155 Window Bells (with ornaments)
- 1 No. 159 Kissing Bell
- 2 No. 255 Window Balls (with ornaments)
- 2 No. 251 Large Faceted Balls

Packed—1 dozen to a shipping carton.
Weight: 13½ lbs.



NEW!



No. 924

No. 922 TRIM-A-TREE ASSORTMENT

A complete assortment of plated ornaments including a 14" treetop, balls, bells, lanterns and fancy shapes.

CONTAINS:

- 1 No. 29 "Carillon Spire" Treetop
- 2 No. 108 Filigree Bells
- 2 No. 101 Large Bells
- 2 No. 705 Caroler's Lamps
- 2 No. 700 Lanterns
- 2 No. 204 Faceted Balls
- 2 No. 207 Double Indented Balls

Weight: 15½ lbs.



No. 927

No. 924 DELUXE ASSORTMENT

A unique assortment of new designs in Christmas ornaments created by Bradford in keeping with the Christmas tradition.

CONTAINS:

- 2 No. 730 Candelabra Ornaments
- 2 No. 754 Fisherman's Nets (with ball)
- 2 No. 757 Fisherman's Nets (with Angel Hair)
- 2 No. 251 Large Faceted Balls
- 2 No. 155 Window Bells (with Ornaments)
- 2 No. 708 Filigree Finial Ornaments
- 2 No. 257 Window Balls (with Angel Hair)

Weight: 15½ lbs.

NEW!



No. 922

No. 927 HIGHLY STYLIZED ASSORTMENT

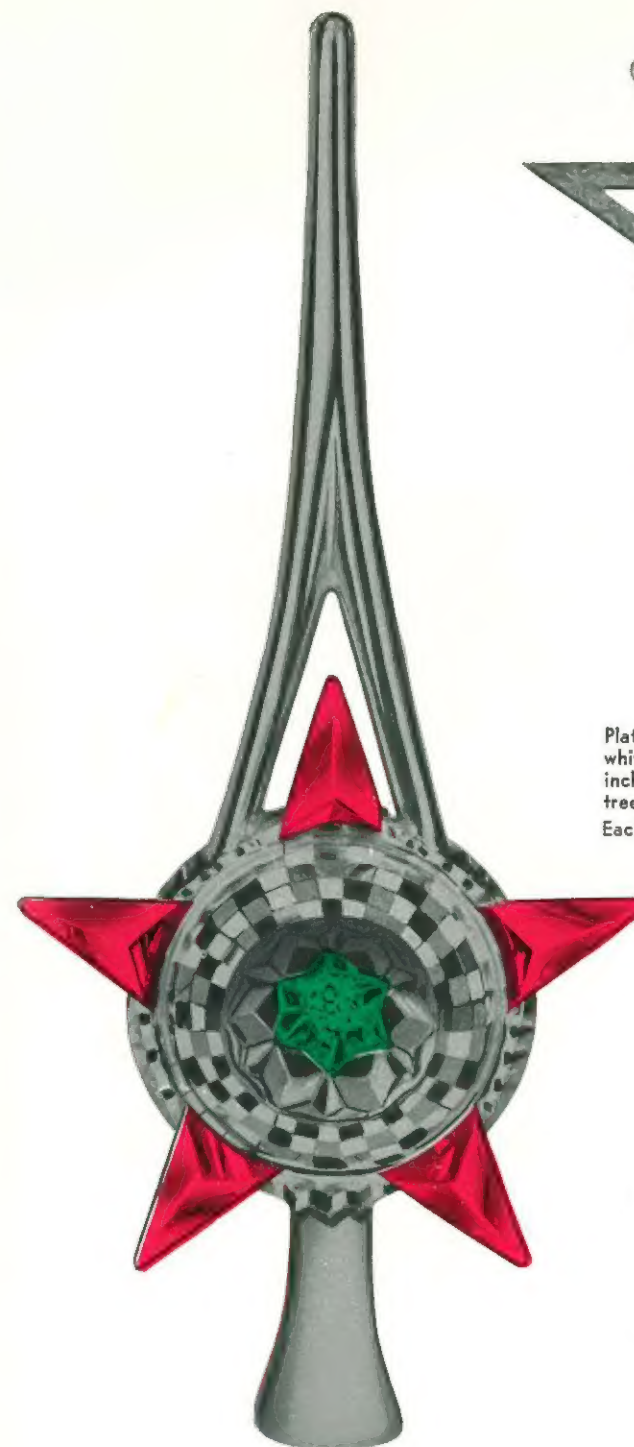
A selected assortment of plated balls, bells and fancy ornaments—something new and different in Christmas ornaments.

CONTAINS:

- 2 No. 157 Angel Hair Bells
- 2 No. 108 Filigree Bells
- 2 No. 204 Faceted Balls
- 2 No. 257 Angel Hair Balls
- 3 No. 253 Indented Wreath Balls

Packed—1 dozen to a shipping carton.

Weight: 14½ lbs.



No. 22 PLATED TREE SPIRE (10")

A gleaming silver spire that adds the final touch of beauty to the Christmas tree. The indented ball is surrounded by five red points of a star and makes this ornament strikingly beautiful. The hollow spindle at the base fits easily and firmly on the tree. 10 inches long.

Packed—3 dozen to the shipping carton.

1 dozen on a tray.

Shipping weight: 4¾ lbs.



No. 23 STAR AND ANGEL TREETOP ORNAMENT

Plated angel with golden highlights and snowy white wings set into a glittering silver star 5½ inches in height. Hollow base allows easy use as tree top.

Each packed in individual display bag. 3 dozen to a shipping carton.

Weight:—2½ lbs.



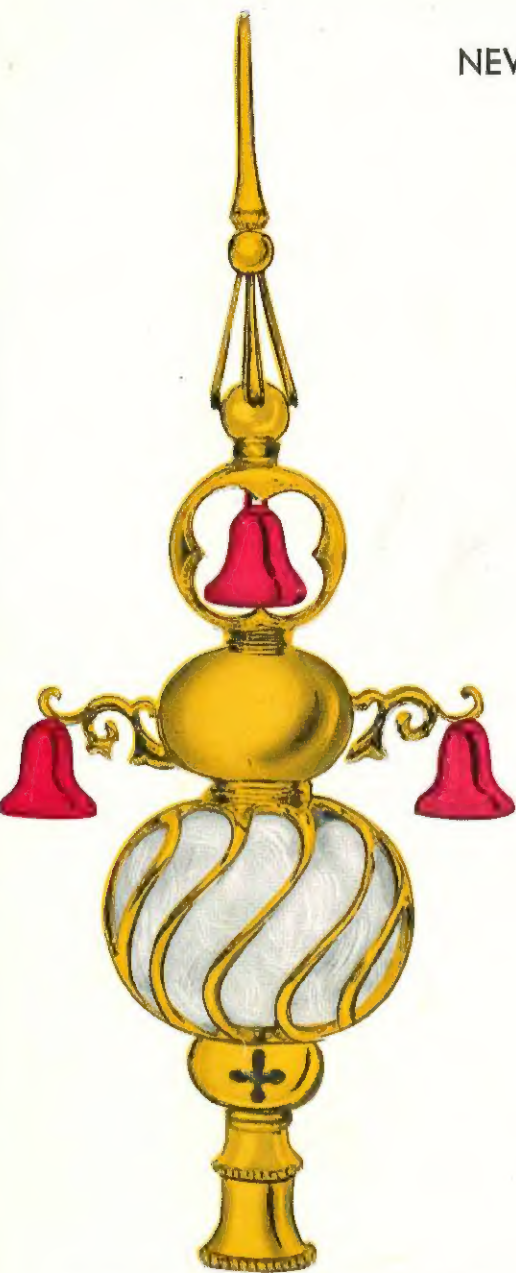
No. 19 PLATED TREE SPIRE (8¼")

A brand new unbreakable treetop. This strikingly new plated treetop lends a delicate finish to the Christmas tree. An openwork filigree designed ball is topped by a smaller matched ball and graceful spire. The hollow spindle at the base fits easily and firmly on the tree. (8¼")

Packed—6 dozen asst. colors to the shipping carton.

Weight: 4¾ lbs.

NEW!



No. 29 "CARILLON SPIRE" TREETOP

A highly decorative plated treetop 14" in height. The first tier consists of a ball filled with plush white angel hair. This is topped by a smaller ball with scrolled arms from which are suspended two miniature bells in contrasting plated colors. A third tier consists of an open ball in which a 3rd miniature bell is suspended. The treetop is crowned by a graceful tapering spire. Packed: 1 dozen assorted colors to a shipping carton. Weight: 5 lbs.

No. 28 ELECTRIFIED "CARILLON SPIRE" TREETOP

An electrified plated treetop 14" in height. Similar in appearance to No. 29 except that C7 bulb is imbedded in angel hair to create a new and beautiful lighting effect. The rays of light shine through the angel hair, and carry through the center of the treetop, spotlighting the bell in the tower. Supplied with UL approved cord.

Packed: 1 dozen assorted colors to a shipping carton. Weight: 6 lbs.



Patented
Pats. No. 178826,
No. 2803904

No. 25 ELECTRIFIED STAR OF BETHLEHEM TREETOP
(with amazing new "Star Gleam" feature)

This magnificent new treetop is 8½ inches in height. Glistening rays of light are captured and carried from its center along the points to the tips creating the effect of a gleaming star. Furnished with UL approved cord and plug and C 7½ bulb. Individually packed in a display box. 1 dozen to a shipping carton. Weight: 11½ lbs.

No. 26 PLATED STAR OF BETHLEHEM TREETOP

Treetops will be graced by this 8½ inch plated star. Gleaming light reflects from its plated rays—the ultimate touch in dressing a tree.

Individually boxed. 1 dozen assorted colors to a shipping carton. Weight: 7¾ lbs.

Similar in appearance to No. 25. Pat. No. 178826

THE MOST MAGNIFICENT CHRISTMAS TREE TOP EVER MADE



No. 20

"HEAVENLY LIGHT"

Electric Angel Tree Top

WITH UNBREAKABLE PLASTIC, MIRRORED FACETED REFLECTOR

No picture can do justice to this magnificent ornament for the Christmas tree. Set in place at the very top of the tree it imparts an air of beauty, dignity and holiness.

A C7½ electric bulb and a spinner concealed behind the clouds causes a cascade of sparkling points of colored light to flow from the reflector. Furnished with UL Approved cord and plug.

Packed in a cellophane window display box. Can be used as demonstrator without taking item from box. Just pull cord from slot in back of box—plug in and put spinner in point on light. Performance guaranteed.

No. 20—Individually boxed.

1 doz. to shipping container. Wt. 13½ lbs.

Patented
Pat. Nos.
2646497
2579725
165363

BRADFORD

Unbreakable

QUALITY — ORIGINALITY — SALES APPEAL
EVERLASTING BEAUTY

PLASTIC Christmas NOVELTIES

The Bradford line has everything your customers want — plus a proven record of sky-rocketing sales totals wherever these distinctive novelties have been shown.

ECONOMY — Made of unbreakable plastic. Sanitary, safe and durable. Every Bradford item will retain its brightness and give years of service long after ordinary Christmas decorations have tarnished or broken.

SELLING POWER — Available in bulk or beautifully packaged in prize-winning styles. You'll be proud to display the Bradford line — and amazed at how fast it sells.

TERMS — All shipments F.O.B. Factory Cambridge, Mass. 2% 10 days, net 30 days.



RETURN TO
DESIGN DIV.

Factory, Cambridge, Mass.

BRADFORD NOVELTY CO., INC.

200 Fifth Avenue • Suite 848 • New York 10, N. Y.

Sales Offices

NEW YORK CITY, N. Y. • CHICAGO, ILLINOIS • SAVANNAH, GA. • ATLANTA, GA.
LOS ANGELES, CALIF. • KANSAS CITY, MO. • DALLAS, TEXAS • CAMBRIDGE, MASS.

PRINTED
IN
U.S.A.